

**In the claims:**

Please add the following claims.

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23. (New) A method for providing a media service to a user via an interactive media services client device coupled to a programmable media services server device, said method comprising the steps of:  
receiving user input requesting that an access duration to a media presentation be extended; and  
extending said access duration to said media presentation.
24. (New) The method of claim 23, further comprising:  
prior to the step of receiving said user input, providing said user with information regarding a media presentation remaining rental time.
25. (New) The method of claim 24, further comprising:  
prior to the step of receiving said user input, providing said user with information regarding a media presentation remaining playing time.
26. (New) The method of claim 25, wherein said information regarding said remaining playing time and said remaining rental time is displayed concurrently with said media presentation on a display device.

27. (New) The method of claim 23, further comprising:
- responsive to determining that a remaining access duration is insufficient for viewing a remainder of said media presentation, alerting said user that the remaining access duration is insufficient for viewing the remainder of the media presentation.
28. (New) The method of claim 27, wherein said user is alerted via an alert selected from a group consisting of:
- a graphical alert, a textual alert, and an audio alert.
29. (New) A method for providing a media service to a user via an interactive media services client device coupled to a programmable media services server device, said method comprising the steps of:
- receiving user input requesting that a first access duration to a media presentation be extended;
- responsive to determining that there is sufficient bandwidth for providing an extension for said first access duration, extending said first access duration; and
- responsive to determining that there is insufficient bandwidth for providing an extension for said first access duration, providing said user with

an option of receiving a second access duration at a non-continuous time.

30. (New) An interactive media services client device coupled to a programmable media services server device, said client device comprising:
  - memory;
  - logic contained in said memory and configured to cause said client device to extend an access duration for a media presentation in response to user input requesting an extension for said access duration.
31. (New) The client device of claim 30, further comprising logic configured to cause said client device to provide said user with information regarding a remaining rental time for said media presentation.
32. (New) The client device of claim 31, further comprising logic configured to cause said client device to provide said user with information regarding a remaining playing time for said media presentation.
33. (New) The client device of claim 32, further comprising logic configured to cause said client device to provide said information regarding said remaining playing time and said information regarding said remaining rental time concurrently with said media presentation.

34. (New) The client device of claim 30, further comprising logic configured to cause said client device to alert said user that a remaining access duration is insufficient for viewing a remainder of the media presentation.
35. (New) The client device of claim 34, wherein said user is alerted via an alert selected from a group consisting of: a graphical alert, a textual alert, and an audio alert.
36. (New) An interactive media services client device coupled to a programmable media services server device, said client device comprising:  
memory;  
logic stored in said memory and configured to cause said client device to  
extend a first access duration for a media presentation in response to  
user input if there is sufficient bandwidth for providing an extension  
for said first access duration, and to cause said client device to  
provide said user with an option of receiving a second access  
duration if there is insufficient bandwidth for providing an extension  
for said first access duration at a non-continuous time.
37. (New) A system for providing media services via an interactive media services client device coupled to a programmable media services server device, said system comprising:

memory;

logic stored in said memory, said logic configured to cause an access duration for a media presentation to be extended in response to user input requesting an extension for said access duration.

38. (New) The system of claim 37, further comprising logic configured to cause information regarding a remaining playing time and information regarding a remaining rental time to be provided concurrently with said media presentation to said user.
39. (New) The system of claim 37, further comprising logic configured to cause said client device to alert said user that a remaining access duration is insufficient for viewing a remainder of said media presentation.
40. (New) The system of claim 39, wherein said user is alerted via an alert selected from a group consisting of: a graphical alert, a textual alert, and an audio alert.

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#### REMARKS

Applicants submit the above Preliminary Amendment, and respectively ask that it be entered and considered prior to examination.

Upon entry of this Preliminary Amendment, Applicants have added claims 23 through 40. It is believed that no new matter has been added.